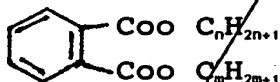


ABSTRACT OF THE DISCLOSURE

The invention relates to a soft vinyl chloride resin composition comprising 100 parts by weight of a vinyl chloride resin, 20 to 150 parts by weight of a thermoplastic polyurethane, and 60 to 150 parts by weight of an alkyl phthalic ester having the following chemical structure:



wherein m and n are 7 to 14. The invention also relates to automobile components such as covers of air bag devices, steering wheel pads, shift lever boots and assist grips, hoses, films, artificial leathers, gaskets and conductor coverings made of this soft vinyl chloride resin composition. The soft vinyl chloride resin has a wide usable temperature range and excellent heat resistance, low temperature resistance, and long-term durability.